Reg: No. ⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚

MBAS 509

Third Semester M.B.A. Degree Examination, April/May 2024
BUSINESS ADMINISTRATION
Retail Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

Answer to the question should **not** exceed **6** pages.   **(1×15=15)**

1. Outline a road map for navigating the future trends in retailing. Discuss how your strategic plan incorporates elements of modern retail formats, online retail, and the integration of technology.

SECTION – B

Answer **any five** questions. **Each** question carries **8** marks. Answer to the question should **not** exceed **5** pages.   **(5×8=40)**

2. Evaluate the socio-economic and technological influences on retail management in India. Provide specific examples to illustrate how these influences have shaped the retail landscape.

3. Critically assess the role of MNCs in organized retail formats in India. Explore the challenges and opportunities presented by the entry of global players, and discuss strategies that domestic retailers can employ to compete effectively.

4. Analyze the factors determining the choice of retail locations, considering both internal and external atmospherics. Discuss the strategic steps involved in choosing a retail location.

5. Discuss the challenges specific to retail accounting and identify strategies for effective financial management in the retail sector.

6. Address the challenges of managing customer complaints effectively, considering both online and offline channels, and propose a system that contributes to customer satisfaction and loyalty.

7. Propose innovative market segmentation strategies for retailers. Consider emerging trends and technologies that can be leveraged to refine market segmentation efforts, leading to more targeted and effective retail strategies.

8. Examine the challenges faced by retailers in the changing nature of retailing. Propose adaptive strategies for retailers to navigate challenges posed by E-tailing.

SECTION – C
(Compulsory)

Answer to this question should **not** exceed **6** pages.   **(1×15=15)**

9. In the dynamic landscape of retail, understanding consumer behaviour is pivotal for sustainable success. This case study delves into the tech retail sector, exploring the significance of market research, market segmentation strategies, and the retail value chain in catering to diverse consumer preferences.

   Tech Haven, a leading tech retail chain, is navigating the challenges of an ever-evolving market. To stay ahead, the company embarks on a journey to comprehensively understand consumer behaviour and tailor its strategies accordingly.

   Tech Haven initiates extensive market research to unravel consumer preferences, purchasing patterns, and emerging trends. This research is instrumental in gaining insights into the factors influencing tech purchases, such as brand loyalty, product features, and pricing sensitivity.

   Recognizing the diverse consumer base, Tech Haven adopts market segmentation to categorize customers based on various factors. This segmentation benefits the company in several ways.

   By segmenting the market, Tech Haven can create targeted marketing campaigns tailored to specific consumer groups, optimizing the effectiveness of promotional efforts. Understanding consumer segments allows Tech Haven to offer customized products or bundles that align with the distinct needs and preferences of different customer groups. Efficient allocation of resources is facilitated by focusing on high-potential market segments, ensuring a more cost-effective and strategic approach to marketing and sales. Tech Haven

MBAS 509

operates in both business-to-consumer (B2C) and business-to-business (B2B) markets. While the B2C segment caters to individual consumers, the B2B segment targets businesses and organizations with bulk technology requirements.

Tech Haven employs the following strategies for effective market segmentation.

- Demographic Segmentation : Categorizing consumers based on age, income, and occupation to tailor marketing messages and product offerings.

- Psychographic Segmentation : Understanding consumer lifestyles, values, and interests to create personalized marketing approaches.

- Behavioural Segmentation : Analyzing purchasing behavior, brand loyalty, and usage patterns to identify distinct consumer groups.

- Geographic Segmentation : Considering regional differences in tech preferences and adjusting product assortments accordingly.

Retail Value Chain : Tech Haven optimizes the retail value chain by integrating market insights into every stage. From sourcing products and inventory management to marketing and customer service, the value chain is aligned with consumer expectations.

Questions :

a) How does the extensive market research conducted by Tech Haven contribute to understanding consumer behaviour ? Provide specific examples of insights gained through this research.

b) Discuss three specific benefits that Tech Haven derives from its market segmentation strategy. How do these benefits contribute to the company's competitive advantage in the tech retail sector ?

c) Identify potential challenges Tech Haven might face in implementing market segmentation strategies. Propose solutions to overcome these challenges and ensure effective segmentation.